

The Walt Disney Company

Bob Lambert

Sr. VP, New Technology & New Media

August 15, 2001

What is Disney doing in D-Cinema?

- Supporting field demonstrations and trials; twelve d-cinema features to date, more pending
- Engaging creative community in development of the d-cinema process (ASC, DGA, MPAA, others)
- Undertaking ongoing technology testing for d-cinema and d-cinematography
- Taking part in ETC, CST efforts
- Actively participating in standards development

What are Disney's general D-Cinema goals?

Short Term

- Develop the techniques, technology, and infrastructure to support D-Cinema deployment, industry wide
- Establish a common mastering format
- Advocate and help develop a globally interoperable D-Cinema architecture

What are Disney's general D-Cinema goals?

Long Term

- Improve the moviegoing experience by raising the quality and consistency of picture and sound
- Expand the capabilities of theatres
- Facilitate the rollout of D-Cinema systems

What are Disney's goals internationally in d-cinema?

- To establish a d-cinema approach as universal as 35mm film
- To encourage a high standard for digital exhibition -- equal to or higher than film
- To foster cooperation among international standards efforts
- To advance the development of new display and storage systems for high quality large screen presentations